



PRESTEL.
THE BIGGEST BREAKTHROUGH
IN BUSINESS COMMUNICATION
SINCE THE TELEPHONE AND
TELEVISION.



This brochure is an introduction to a revolutionary new service brought to you by the Post Office.

Prestel.

It was developed by the Post Office research engineers and today, so advanced is its technology, that the Germans and Americans are looking to Britain for the know-how.

WHAT IS PRESTEL?

Prestel is a computer-based information service that could radically change the way you run your business, as well as helping to make it more efficient.

This is how it works.

You buy or rent a special Prestel television from your local TV supplier.

This set enables you to receive Prestel as well as the normal choice of television services.

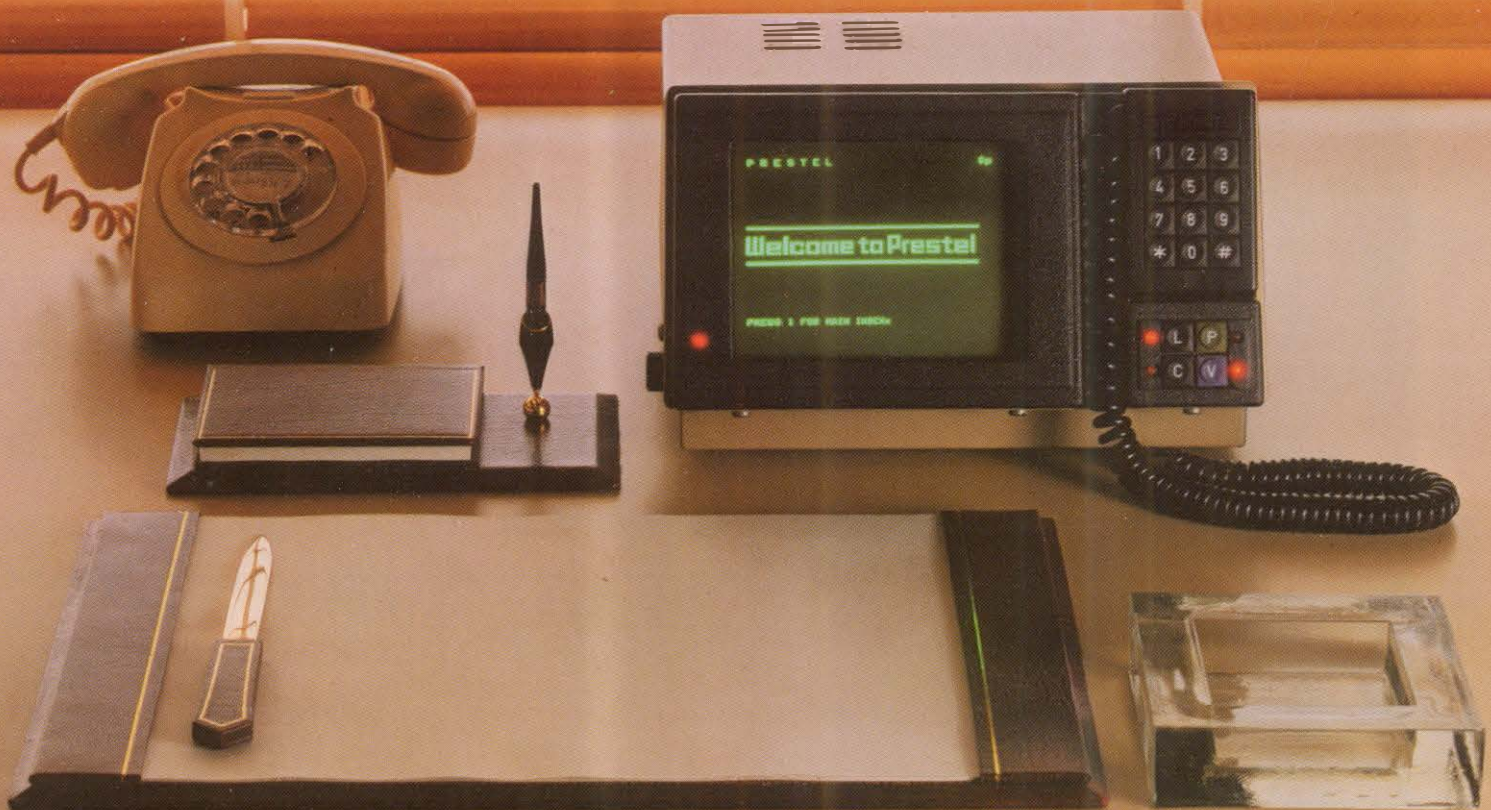
The Post Office then connects the television to your telephone by way of a simple jack-plug.

Each Prestel television set comes with a small remote control, rather like a pocket calculator. (We call it a keypad.)

On it, you'll find a series of numbered buttons. By pressing one of the buttons you contact the Prestel computer via your telephone line.

Prestel then announces itself by greeting your company personally on the television screen.

At the press of a second button, an index of the available information appears.



SET MANUFACTURED BY STC

Alternatively, if you know the precise information you want, you can obtain the actual page number by simply referring to the Directory that is supplied free of charge.

And that's when you're really in business.

ASK IT A QUESTION.

You're now in contact with a store of information that numbers over 150,000 pages. Thousands of pages are being added monthly.

Much of the information on Prestel is from well-known organisations.

Several times a day, the Stock Exchange draws a list of share prices and price changes from its Threadneedle Street computer and transfers them to Prestel.

Thus Prestel is able to offer you an up-to-date picture of the stock market including commodity prices and foreign exchange rates.

But Prestel doesn't stop at telling you the closing prices for gold or the state of the Dollar.

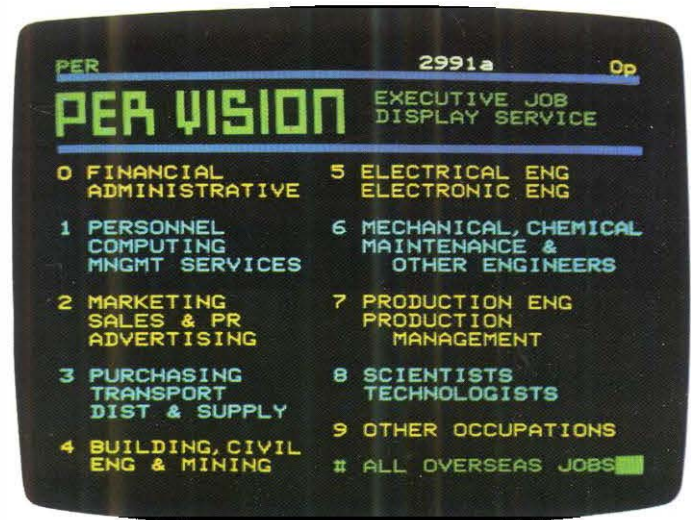
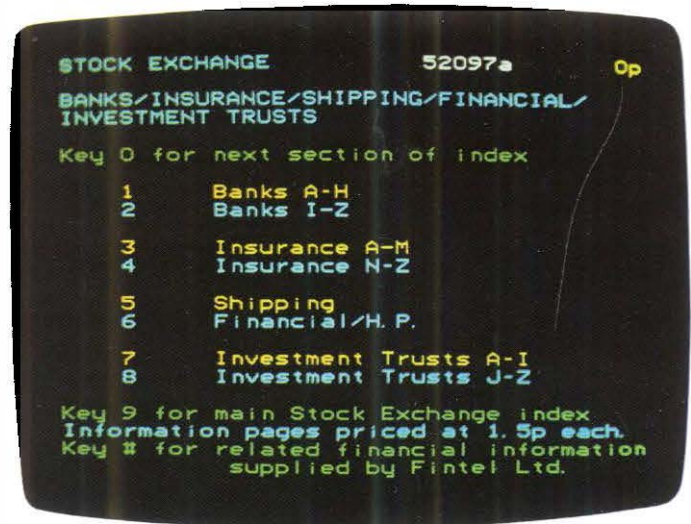
Its spectrum of business information is far wider than that.

Government job agencies and private management consultants provide Prestel with frequently updated information about all kinds of executive, professional and managerial opportunities.

For the employer, there's valuable information about the law on unfair dismissal, employment protection, employment subsidies and many other matters relating to the employment of staff.

Information about commercial and industrial property, shops, offices and warehouses are also to be found on Prestel. As well as details of credit cards, business books and business courses.

Exporting information, investment information and business deals.



If the list seems lengthy now, remember Prestel is still young.

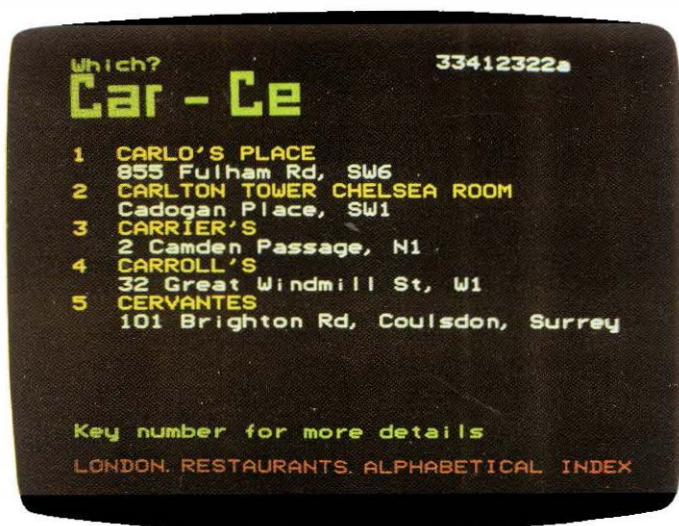
The long term possibilities are virtually endless.

PRESTEL CAN ENTERTAIN YOUR CLIENTS.

Working lunches, business dinners or simply entertaining for the evening are the kind of things that probably crop up in your diary.

And that's where Prestel really comes into its own.

The Good Food Guide's information on Prestel means you'll always have a range of good restaurants to choose from.



As well as showing you the menu and prices at selected restaurants, the telephone number and address pops up on your TV screen at the same time. So you can book right away.

Cinema guides, theatre guides and film and play reviews are all at your fingertips including valuable information like the time a show starts. Prestel can even make a trip to New York more organised because it also lists restaurants and theatre guides over there.

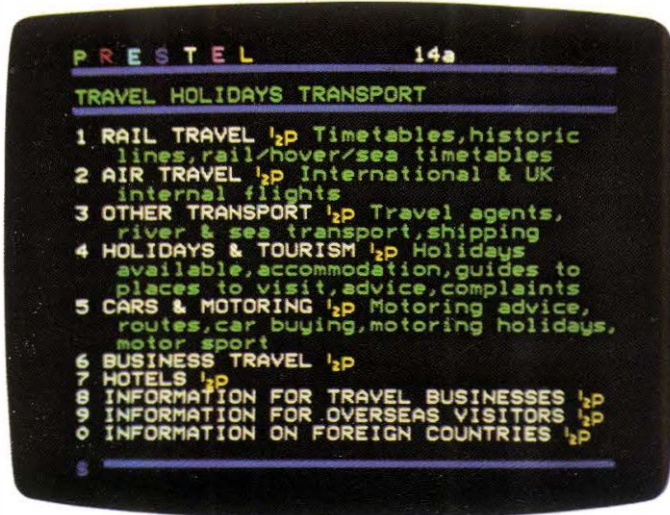
So you can make up your mind what play to see or what restaurant to eat in before you even depart.





PRESTEL TAKES THE WORK OUT OF BUSINESS TRIPS.

The travelling businessman need go no further than Prestel to help organise trips with boat, train and plane timetable information.



Even standby flight availability is listed.

Tap another few buttons on your keypad and you'll find hotel guides, the quickest routes, details of currency, the visas you need and even information about power outlets and the kind of plug you'll need for your electric razor in the country you're travelling to.





And if you want to get away from the pressure of office life, Prestel can make easy work of organising a holiday or short break.

Information from Thomas Cook, British Airways, Sealink, and the English Tourist Board will see to that.

HOW MUCH DOES IT COST?

Needless to say, a Prestel set is more expensive than an ordinary TV.

You're charged for the cost of a local telephone call whilst you use the system plus a small usage charge and the cost of the page of information on the screen.

That varies from nothing to several pence per page.

Making it one of the most cost effective information providers in existence.

Full details of information and usage charge may be obtained from your local Prestel Sales Office.

THE PRESTEL TELEVISION SET.

This is a modern colour TV set which has an extra special feature, a micro chip decoder.

This converts the information sent by the computer over the telephone line into words on the television screen.

As we said earlier, in all other respects, your TV set operates normally, giving you your normal choice of channels.

Alternatively, a Prestel adaptor can be fitted to an existing TV set.



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A smaller more economical set which you can use on your desktop is also available.

With most Prestel TV sets you can also receive both of the broadcast teletext services, Ceefax and Oracle. You may have heard of, or used, these information systems.

The main difference between these two services and Prestel is that Prestel is a two-way system, using a telephone line.

So you can conduct a conversation with the Prestel computer and select the exact page you want from over 150,000 pages stored.

You can also order goods and services from certain Information Providers and eventually it will be possible to send a message to other Prestel users.

Ceefax and Oracle on the other hand, are one way TV broadcast services sent out on the same transmission as conventional TV programmes.

Prestel's speed of response and depth of information combine to make it the world's leading electronic information system.

HOW TO GET PRESTEL.

For a demonstration and availability of Prestel consult your TV retailer or rental company displaying the Prestel symbol. Or just dial 100 and ask for Freefone 2043 for the address of your local supplier.



Prestel and the Prestel symbol are trade marks of the Post Office viewdata service. Please note that although the information contained in this brochure is correct at the time of its being printed, some changes may from time to time have to be made in the Prestel service.